



MIAMI BEACH

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PRESS RELEASE

FOR IMMEDIATE RELEASE
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Miami Beach's MiMo on the Beach Honored at Florida Trust for Historic Preservation Awards

Miami Beach, FL -- Miami Beach's MiMo on the Beach was awarded the outstanding achievement by the 2012 Florida Trust for Historic Preservation Awards during the 34th Annual Statewide Preservation Conference in Gainesville, Florida, on Friday, May 18, 2012. The City's MiMo on the Beach website (www.MiMoOnTheBeach.com) and a brochure entitled "MiMo on the Beach" build public awareness to Miami Modernism (MiMo) architecture, generate heritage tourism, and stimulate investment in rehabilitation of MiMo buildings.

Each year the Florida Trust for Historic Preservation recognizes significant contributions of individuals, societies, businesses or government entities that have demonstrated outstanding achievement in the field of historic preservation through its Statewide Annual Preservation Awards Program.

"We are honored by this award, it is a testament to the hard work of everyone involved in making this project happen. The international exposure afforded by the website has been helping and we hope continues to help to bring tourists and potential investment to North Beach," said Miami Beach Assistant Director of Planning William Cary.

The website provides a comprehensive introduction to the tropical, resort-style form of postwar modern architecture, locally dubbed "Miami Modern" or "MiMo" and features four historic districts in Miami Beach that contain high concentrations of MiMo style buildings, ranging from glamorous resort hotels to modest garden apartments.

The website and brochure are part of an overall strategy to generate community awareness and pride in the special character and sense of place that is created by the

MiMo buildings. That strategy also includes events, tours, lectures, articles in magazines and newspapers, among other efforts.

The brochure is distributed to visitors in Miami Beach through the hotels and visitor information centers. While the brochure contains a brief summary of MiMo and the four historic districts, its main function is to encourage people to visit the website where they can find a plethora of information and photographs, including self-guided walking tours that they can download to explore the MiMo districts while visiting Miami Beach. There is also contact information about the monthly guided walking tour jointly sponsored by the Miami Design Preservation League and the North Beach Development Corporation.

Directed by the Planning Department with assistance from the Office of Communications and the IT Department, the project was financed in part with a historic preservation grant (\$9,200) provided by the National Park Service, U.S. Department of the Interior, administered through the Bureau of Historic Preservation, Division of Historical Resources, Florida Department of State, assisted by the Florida Historical Commission. The total cash outlay by the City was \$2,543.

For more information on MiMo on the Beach, contact Joyce Meyers at 305.673.7000, ext. 6167, or email at joycemeyers@miamibeachfl.gov or visit www.MiMoOnTheBeach.com.

www.floridatrust.org/preservation-awards/2012-award-winners

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